

Education News & Notes

Soup Labels Help Schools

(NAPSA)—The popular Labels for Education program, which awards schools free merchandise in exchange for Campbell product labels, has a new twist this school year. The Labels for America feature encourages school volunteerism in activities ranging from safety programs to food drives.

“Through Labels for America, your school can earn bonus labels simply by completing volunteer projects in your community,” said Sarah Hughes, 2002 Olympic Gold Medalist and Ambassador for Labels for Education. “More than ever, kids want to do their part in building a brighter tomorrow and one way to do that is to encourage your school to get out there and make a difference while learning, sharing and caring.”

Earning bonus labels through Labels for America is simple. After completing a community volunteer project, simply complete the official participation form highlighting the school's accomplishment. Registered schools will be rewarded with 500 Labels for Education bonus labels for each program completed. As many as 2,000 bonus labels can be earned through Labels for America by participating in up to four community volunteer programs. The bonus labels can be combined with labels from Campbell products collected throughout the school year to redeem free educational merchandise from the Labels for Education catalog.

Schools can get started by teaming up with the National Fire Protection Association. While Fire Prevention Week is Oct. 6-12, 2002, any time is a good time to spread the word about fire prevention and fire safety. Schools that demonstrate a commitment to fire



safety can earn 500 bonus labels for their school.

Other ways to get involved include supporting the Chunky Soup/NFL's Tackling Hunger campaign, Stamp Out Hunger, NEA's Read Across America, Reading is Fundamental, Safe America and April Pools Day. Schools also can earn bonus labels by completing a participation form about their own community efforts.

In conjunction with Labels for America, Campbell has an Experience America essay contest. Three students will each win a grand prize trip to Washington D.C. for themselves, nine classmates and 10 chaperones. To enter, students write an essay of 100 words or less describing how they learn, care and share in their community. More than 600 prizes will go to outstanding students and their schools for their efforts to help build a better America.

To learn more, log onto www.labelsforeducation.com, call 1-800-424-5331 or write to Campbell's Labels for Education, P.O. Box 3130, Grand Rapids, Minnesota 55745-3130.